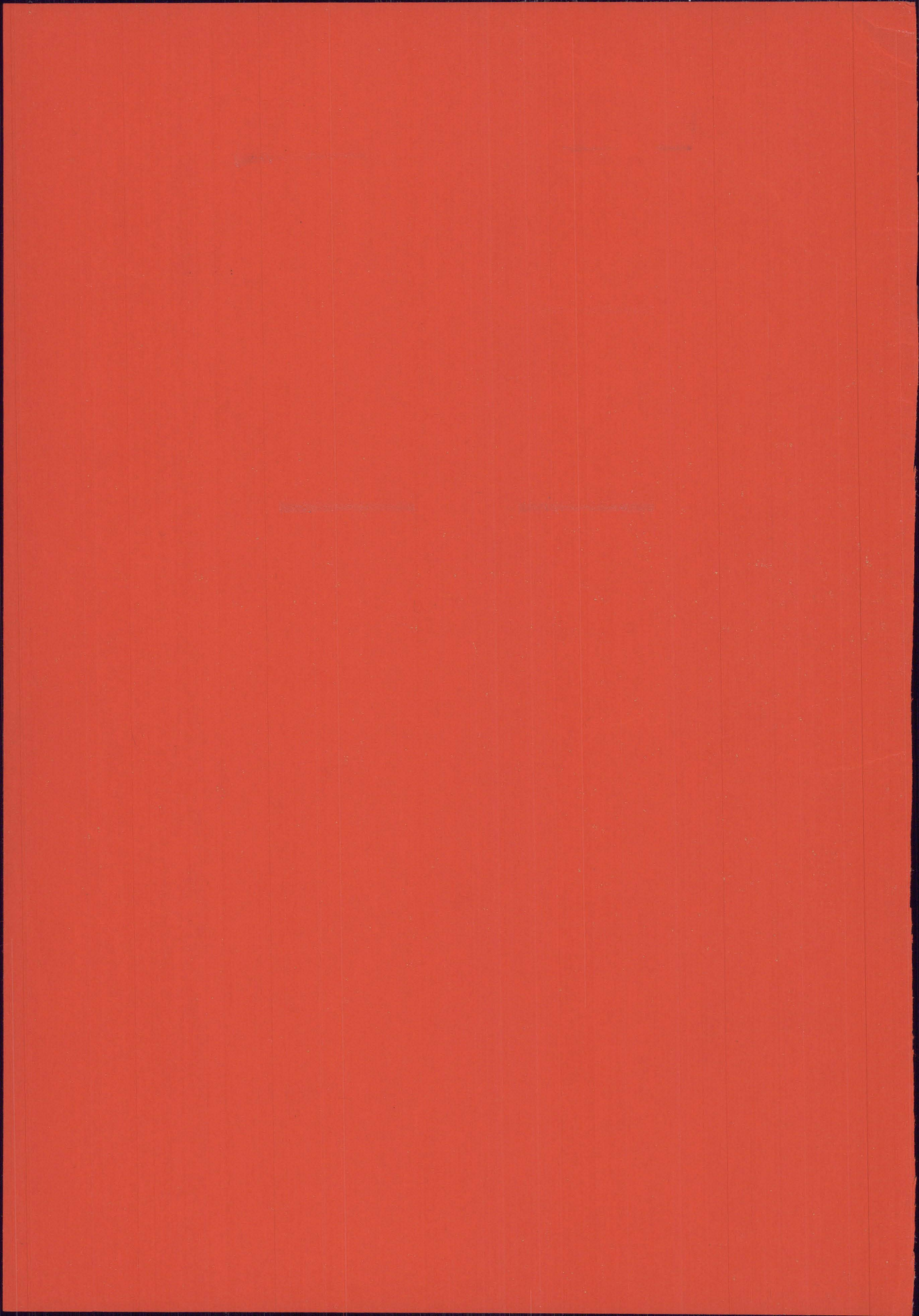


# THE STORAGRAM

JANUARY  
1928

KAUFMANN'S  
FIFTH AVE. PITTSBURGH







# The Storagram

Published monthly by and for the Fellow-workers of Kaufmann's.  
Printed and bound in our own printing shop.

VOL. IX

PITTSBURGH, PA., JANUARY 1928

NO. 1

## A NEW YEARS GREETING AND A NEW YEARS WISH

WHEN we utter the familiar greeting, "Happy New Year", we imply a wish—a wish that those whom we so greet may enjoy happiness throughout the new year. That is my sincere wish for all of you.

TO THAT WISH I would like to add a thought—a thought which may help to make the wish come true. On page three of this paper there are listed some eighteen employees who have been promoted this month to executive or semi-executive positions. This is a demonstration of a definite policy of Kaufmann's—that is, promotion from within, wherever this is possible.

EMERGENCIES arise in this business, as they do in any great and growing business, which call for resourceful, well prepared employees. By emergencies I mean situations which call for just the right person to step into a position and carry the work ahead. Work must always go ahead. Kaufmann's standards keep advancing. This calls for fellow workers who are eager to use every opportunity which this business offers for training and education.

MAY it be the desire of all Kaufmann Employees to use every opportunity to fit themselves to meet larger responsibilities here, to carry Kaufmann's standards of service higher and to give expression to the best that is in themselves in the conduct of each day's work.

*O. M. Kaufmann*





Drawn for The Storagram by Ferdinand Sesti

*"One ship drives East, and one drives West,  
By the self same wind that blows;  
It's the set of the sails, and not the gales,  
Which determines the way it goes."*



## Changes In Personnel

Mr. O. M. Kaufmann has taken over the direction of the work of the Personnel Manager, formerly handled by Mr. O. C. Lloyd. Mr. Kaufmann also takes over the direct supervision of store credits and claims, the credit and club credit office.

Wrappers and Packers are now directly responsible to Mr. Minnick, who is assisted in the work by the floor superintendents.

Mr. Cavanaugh now takes charge of furniture service, formerly handled at the North Side Service Station.

### EXECUTIVE PROMOTIONS

Miss Edna Burkhardt, formerly assistant, succeeds Miss Kuhlman as buyer of Leather Goods. Miss Mathilda Zulauf succeeds Miss Burkhardt as assistant in this department.

Mrs. Mary Seaver is now buyer of Sports Wear, succeeding Miss Sophia Cohen.

Miss Dorothy Beglin succeeds Mrs. Seaver as buyer of Children's Wear.

Mr. Merle L. Stevens, formerly in charge of the Order and Budget Department, goes to the Rug Department, as assistant to Mr. Silverstein, in charge of Budget and Stock Control.

Mr. Fred Weiland, formerly paymaster, succeeds Mr. Stevens as head of the Order and Budget Department.

Mr. Shumaker, formerly assistant paymaster, becomes the paymaster.

Miss Alvina Miller, buyer of Neckwear, takes over the Ribbon Department.

Miss Griffin, buyer of Women's Gloves, will buy for Belts.

Miss Adelaide Hobbs has been made the buyer of Men's Bath Robes in addition to Men's and Boys' Sweaters for which she has been buying.

Mr. G. J. Linder becomes the buyer of Furniture succeeding Mr. B. T. Smith.

Assisting Mr. Linder, the following have been appointed in charge of the various sections:

Mr. E. D. Gary, head of Dining Room Section.

Mr. W. H. Snaman, head of Bed Room Furniture Section.

Mr. C. J. Kunde, head of Summer Furniture.

Mr. B. J. Flory, head of Beds and Bedding Section.

Miss Riley, formerly head of stock in the Downstairs Store Millinery, is assistant buyer in Coats.

Miss Petrone, formerly head of stock in the Junior Ready to Wear of the Downstairs Store, is now assistant in that department.

Mrs. Minnie A. Witherow is Mrs. Hale's successor, as buyer of Art Needlework.

Mrs. Ethel Schapiro has been made assistant in Ladies' Gowns, succeeding Miss Leman.

Mr. L. Devlin has been made assistant to Mr. Cohen, buyer of Wash Goods.

### NEW MANAGERS AND ASSISTANTS

Miss D. J. Smiley comes to us as successor to Miss Zelda Cohen, buyer of Notions.

Mrs. Jessie Reed is the new assistant in Art Needlework.

Mr. G. P. Lewis is the new buyer in Trunks and Bags, under Mr. Horne's supervision.

Mr. G. H. Heaverman is another new comer, buying for the Picture Department, under Mr. Horne's supervision.

Miss Catherine Moore is successor to Mrs. Leopold manager of the Employees' Cafeteria.

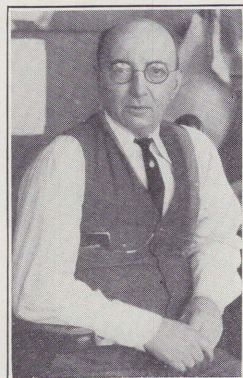


# The People Who Make The Storagram



First Row—ALBERT ESTEL, CARL KARTOVEL, ISADORE MEYER.  
Second Row—ANNA DAHL, ANNA LANZ, ALMA LOCH.  
Below—MR. LAIRD SPENCER, MANAGER.

On the first page of the Storagram each month you may read under the title "Printed and bound in our own Printing Shop". And on this page you see the staff of the Printing Shop—the people who make the Storagram. And the Storagram is but one of the many jobs the Printing Shop does for the store. In a great retail business like Kaufmann's, an enormous amount of printing is required. Our own Printing Shop does all the printing required in the conduct of our business, with the exception of the sales checks, pin tickets, string tags and lithograph work. Some very fine colored work comes from our Printing Shop. All the monthly bill enclosures—blotters, booklets, etc. are done here.



The Printing Shop is equipped with a Kelly Automatic Press, two C. and P. Automatic Presses; a hand fed press, a 34-inch cutter, a Liberty folder, a 17-inch perforating machine, a Portland Punch and a Rosebach stitcher (which does wire stitching such as you see in the Storagram). We regret that we could not show this interesting equipment as well as the pictures of the people who staff the Printing Shop.



## MR. MCGHEE NEW PRESIDENT OF THE BUYERS' CLUB

At the annual election of officers, January 6th, the Buyers' Club elected Mr. William McGhee president, and Mr. W. H. Walters vice president. Much enthusiasm greeted the new officers. It is generally felt that an interesting year's programme will be developed under Mr.

McGhee's direction. Mr. Paley, retiring president, received much appreciation for his outstanding work with the club during the past year. Mr. E. J. Kaufmann commented upon Mr. Paley's unfailing enthusiasm and successful leadership as club president.

### *Re-Location of Floor Superintendents*

Mr. W. J. Crock, formerly first floor superintendent, has been transferred to the Downstairs Store as floor superintendent.

Mr. George Sexton, formerly fourth floor superintendent, is now on the main floor in that capacity.

Mr. Stitzell, formerly of the fifth floor, has succeeded Mr. Sexton on the fourth floor.

Mr. Lorenz Broecker has left the second floor to be superintendent of the fifth floor.

Mr. Charles O'Donnell, formerly of the Downstairs Store, is now floor superintendent of the second floor.

### CHANGES AMONG FLOORMEN

Mr. Judson Hare is floorman in Leather Goods and Gloves on the main floor.

Mr. S. W. Anthony is now in the Neckwear section of the main floor.

Mr. A. A. Greer is floorman in the Downstairs Store.

### *"The Cavaliers" Organize*

The men of the Men's Clothing Department on the second floor have organized a new get-together body, known as The Cavaliers. A very spirited election of officers resulted in the following: Mr. W. S. Combs, president; Mr. M. J. McSteen, vice president; Mr. R. Levine, secretary and treasurer.

The Cavaliers had a very successful Yuletide Dinner at the Crystal Room of the Hotel Henry. Mr. J. M. Meyers was toastmaster. Mr. Henry Harris was guest of honor, and Mr. Combs presided.

Mr. Elmer Kaufman's associates welcome him back most heartily, after his sojourn at the Mayo Clinic in Rochester, Minnesota.

"We are all in the business of thinking, and business is just as good as we think it is."

### *Storagram Photographer Often In The Air*



For a number of years Russel P. Hay has made the photographs used for the STORAGRAM'S illustrations. He is also the official photographer for the store's pictorial record of windows, interior displays and arrangement. So we feel that Mr. Hay is almost one of the store family. Frequently when the editor calls him to make an appointment for a store picture, he replies, "Sorry I can't do it today, I have to take an airplane picture." Or, "I'll be out of town next week; have to take pictures for such-and-such a land development company—airplane work. Sure, it's interesting, but not so comfortable in this cold weather."

Mr. Hay is constantly on call for aerophotography work for mapping, for various city and county official work, and for football and baseball games when their seasons are on. Mr. Hay is a graduate of Carnegie Institute of Technology, Engineering Department and earned his way through college with his photographic work.

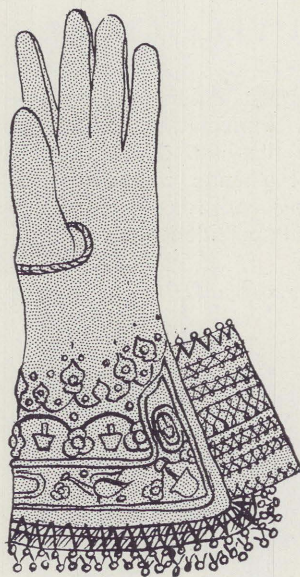
### *A Correction*

All the way from Kaufmann's London office comes this correction: In the November issue of the Storagram we note that you represented the S. S. Berengaria loading at Cherbourg. You are in error. The Berengaria was loading at Southampton.



# GLOVES

## Their History and Romance



Probably no dress accessory is richer in story and romance than gloves. In the earliest times gloves were worn only by royalty; in fact, gloves became the symbol of royalty. In one old French chronicle dated 1294 there is a mention of gloves of "rich purple, ornamented with pearls and precious stones." Gloves became the symbol of imperial power and played an important part in the coronation of kings. At the end of the ceremony, the lord chamberlain brought forth the king's gloves and placed them upon the newly crowned monarch's hands. In the year 1606, the young Prince Henry's Wardrobe Accounts showed that he possessed thirty-one pairs of gloves, and he was but a lad of fourteen at that time! (These gloves probably resembled those shown in the first cut on this page.)

Much sentiment, as well as style, went with gloves in these olden times. King Charles I, as he stood upon the scaffold gave his gloves as a cherished keep-sake to his dearest friend. Mary, Queen of Scots, says an old chronicle, "as she was led to the block, gave her Handkercher and her Gloves to a favorite courtier, as a last dear gift."

A glove, on the point of a spear, was a pledge of faith in those old days. And a glove or gauntlet thrown down, was a challenge to fight. We are familiar with such lines as this:

"Of all the assembled throng, not one  
Has nerve the champion to defy  
And round his feet the gauntlets lie."

We must remember that in these early times, when gloves were worn only by royalty, then later, by the lords and ladies, gloves were all made by hand, embroidered by hand and ornamented with thread of gold and jewels. Months of labor went into the making of one pair of gloves. Small wonder the common people could not wear gloves in those days.

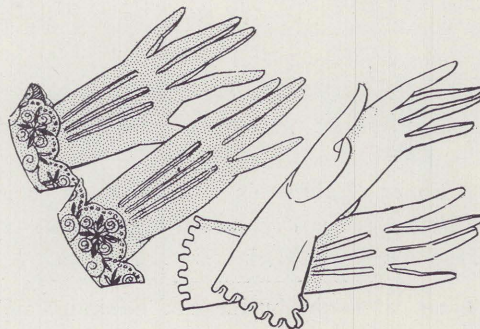
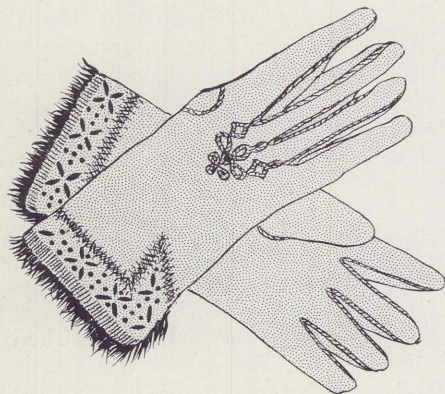
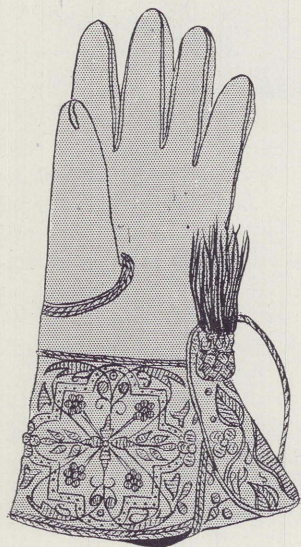
It is interesting to note that Gloves of today, with one hundred different styles in novelty cuffs, have apparently found much inspiration in the gloves of five hundred years ago. We note much the same sort of trimming. Today we may have our choice of fine skins in gloves, made to fit the hand to a nicety, in a range of colors and shades un-dreamed-of in olden times; we may choose styles as elaborate as those worn by kings and queens or as simple as more conservative taste may dictate. Today every well dressed woman and man includes gloves as indispensable items in the wardrobe.

TOP CUT—Glove of Mary, Queen of Scots, Date, 1587.

MIDDLE CUT—Hawking Gloves, worn by lords and ladies to protect the hands from the talons of the hawk or falcon which it was the fashion to carry when hunting in the fifteenth and sixteenth centuries.

LOWER LEFT—Shakespeare's Gloves. Probably worn about 1600.

LOWER RIGHT—Some gloves of today, showing the smart slip-on and the novelty cuff, not unlike those worn five hundred years ago.





## Farewell Dinner To Mr. B. T. Smith



Testimonial dinner to Ben T. Smith  
by his associates at Kaufmann's  
Wm Penn Hotel Dec. 17, 1927

If farewell dinners to old associates can ever be called happy occasions, this one was. The committee on arrangements—Mr. Paley, chairman, ably assisted by Mr. J. M. Meyers and Mr. Goldstein—took good care to arrange a programme that moved so fast and furious that no one had time to recall that this was a farewell dinner to honor one who was soon to leave their ranks. There was excellent music; there were clever entertainers; there was a feast—there were two feasts, “a feast of reason and a flow of wit”, and that other one which did the chef proud. But above all, there was such a recalling of old times, such a

swopping of stories, such a heaping of good wishes upon Mr. Smith, that these things crowded the set entertainment for a major place.

Mr. J. M. Meyers was toastmaster. Mr. E. J. Kaufmann made a memorable speech. He paid a high tribute to Mr. Smith's business ability throughout his long connection with our store. Mr. Paley presented a loving cup to Mr. Smith. It is Mr. Smith's plan, upon retiring after more than twenty years with Kaufmann's to take a trip around the world. All his former associates at Kaufmann's send their best wishes with him on his travels.

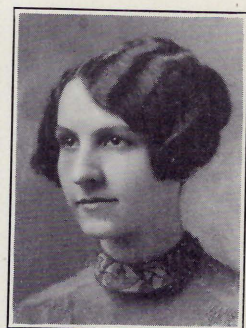
## CHANGES IN TRAINING DEPARTMENT

Miss Josephine Miller, formerly supervisor of training on the fourth and fifth floors, has left the Training Department to take up specialized work in the Fabric Sections under the supervision of Mr. Louis Schwartz, merchandise manager.

Miss Gertrude Martin succeeds Miss Miller in the Training Department. Miss Martin comes to us from another Pittsburgh store, where she was assistant buyer. She is a graduate of Smith College and of the Prince School in Boston. Before coming to Pittsburgh, she had experience in the Training Department of the Wm. Taylor store in Cleveland. We welcome her to our store family.

“Employ thy time well, if thou meanest to gain leisure; and since thou art not sure of a minute, throw not away an hour. Leisure is time for doing something useful; this leisure the diligent man will obtain, but the lazy man never.”

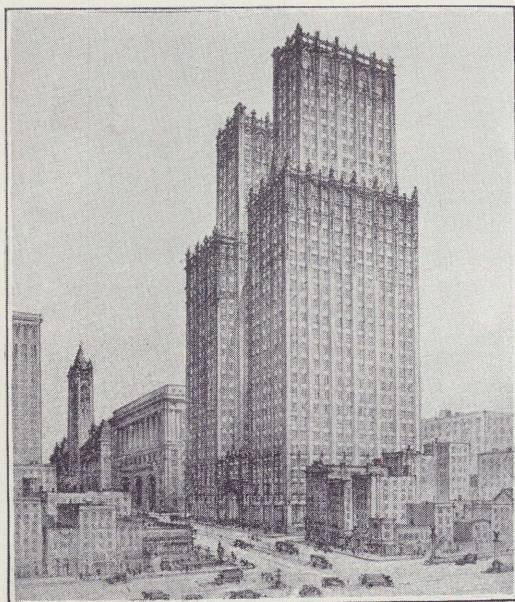
BENJAMIN FRANKLIN.





# Evidences of "Greatest Building

## *Eighteen New Buildings*



ABOVE—Grant Building, on Grant St. between Third and Fourth. To cost \$5,500,000.



RIGHT—Presbyterian Hospital. Part of a \$6,000,000 project.



LEFT—Plaza Office Building—Fifth and Sixth Avenues. To cost \$800,000.

RIGHT—Keystone Athletic Club, Wood Street and Third Avenue. To cost \$1,600,000.

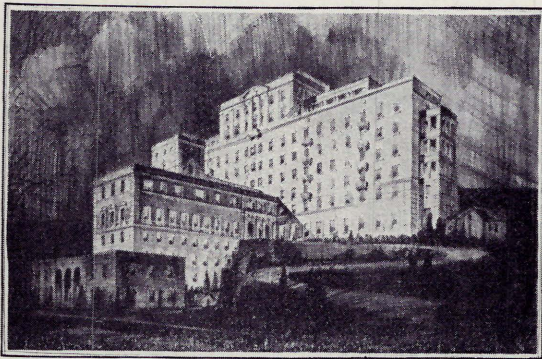




# "Boom" in Pittsburgh's History

## *The Million Dollar Class*

Three of the new buildings will be from 400 to 500 feet high. Pittsburgh is indeed upon the threshold of a marked growth. And in these new buildings we have evidence of unparalleled prosperity. One hesitates to use the term "building boom" in connection with Pittsburgh, a proverbially conservative business community. Pittsburgh has always built soundly, grown steadily and reported conservatively on her own progress. Among all cities she occupies a conspicuous place, at the start of the new year, for the enormous amount of building construction. This can mean but one thing—prosperity.



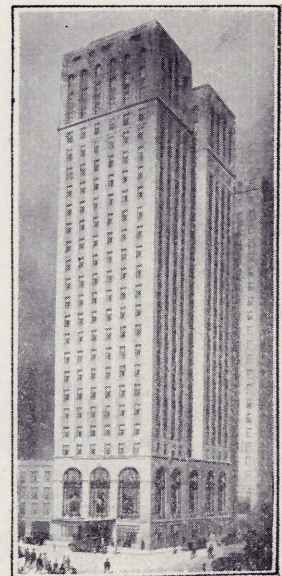
ABOVE—Rowland & Clark Office Building—part of the Stanley Theatre & Clark Office Building. Seventh & Penn Avenue. To cost \$10,000,000.

LEFT—Montefiore Hospital, on Fifth Avenue. To cost \$1,650,000.



LEFT—Law and Finance Building, on Fourth Avenue and Cherry Way. To cost \$1,300,000.

RIGHT—The Pittsburgher, a new hotel on Diamond Street and Cherry Way. To cost \$1,000,000.







First Row—Jane Haney, Agnes Cacolice, Helen Sabot, Margaret Robinson, Elsie Hoerster, Hazel Lux, Mildred Eswein

Second Row—Bulah Mickles, Mary Mucci, Mathilda Kuchiki, Stella Banazak, Mary Manko, Mary Smollen, Margaret Martin, Margaret Koncowsky, Kathryn Clark.

## *Dainty and Efficient Girls Staff, "The Bird Room"*



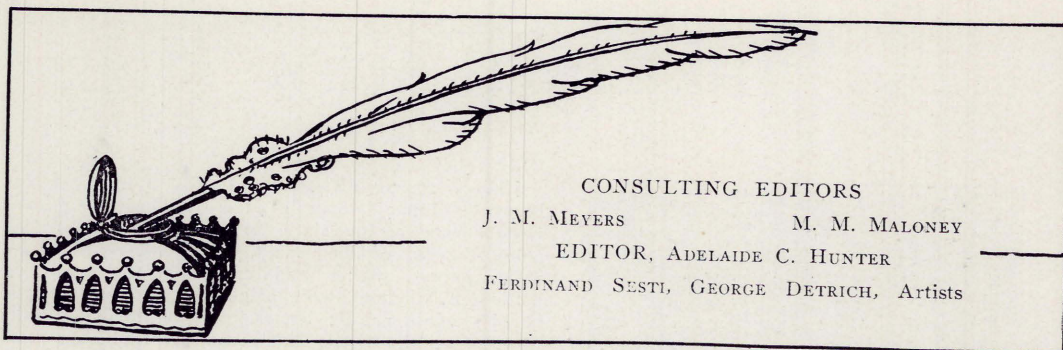
Hot luncheon, afternoon tea and fountain service keep this staff of dainty waitresses on their toes and smiling from eleven in the morning until five-thirty in the evening. On a busy day the Bird Room serves about five hundred people.

And serving in the Bird Room—or in any good tea room or restaurant—means a great deal more than writing the order and bringing in the tray. Here, as truly as in any selling department of the store, suggestive selling, intelligent service and unfailing courtesy are important. Customers come to the pretty Bird Room on the eleventh floor, not merely for food, but for the pleasant, comfortable atmosphere. The girls who serve must contribute to that atmosphere.

It is interesting to watch how customers in the Bird Room re-act to good service. Here come two women who look tired. Listlessly they drop into chairs at a table. Quickly and quietly a Bird Room waitress approaches. There is something in her dainty appearance and pleasant smile that makes them feel glad they came here. There is something about the dainty way she hands them the opened menu that makes them really begin to have an appetite! Yes, we are all alike in this respect: we are extremely susceptible to atmosphere and service in any eating place.

The Bird Room has unique decorations. The clock and pillar lights come from the famous house of Tiffany and Co., New York. In keeping with the soft lights and interesting decorative scheme, is the music which Scalzo's Orchestra gives us in the Bird Room every afternoon from three to five.





## CONSULTING EDITORS

J. M. MEYERS

M. M. MALONEY

EDITOR, ADELAIDE C. HUNTER

FERDINAND SESTL, GEORGE DETRICH, Artists

## "IT'S THE SET OF THE SAILS, AND NOT THE GALES"

The selfsame wind which furnishes the power to send one ship to her port in the east, blows another to her destination in the west. It's the set of the sails that makes the difference. And the set of the sails is determined by the captain whose skill as a navigator has taught him how to get just what he wants out of every wind that blows. For awhile he skims lightly over the water with a fair wind—a wind that blows him due east, in the exact direction of his port. That is easy sailing. Then's when the skipper and his crew make time. A fair wind and a steady blow—ah! that's a sailor's heart's desire! But the next day, the wind "checks around" and in the sailor's lingo, "she's blowin' no'-no'th-east today and yesterday she blew sou'-sou'-west." Why? No one knows why. The scientists may know what causes the wind to change, but the skipper doesn't try to argue with the wind. He only knows that if he wants to keep on his course he has to "tack" as long as he has a head-on wind to struggle with. Tacking is no fun. You have to watch the wind and "tend the

sheet" and mind your steering with a concentration that allows no time off for day dreaming or rest or recreation. It's hard work and it's slow work to keep your course against an unfavorable wind. But the good sailor does it. He does it and he makes his port.

And anything we undertake to do in this life is more or less like sailing. There's a fair wind for awhile and all is easy sailing, we say, borrowing an expression from the sea-faring man. Some of us make the mistake of thinking we are extremely clever when we are getting along fine and making a great show of progress "in a fair wind". That is the time when we *ought* to be doing our best; when we *ought* to be making great headway. Then comes a day when "the wind checks around". We seem in danger of being blown out of our course. But the person with poise and courage and faith keeps on his true course in spite of the wind. The same conditions surround all of us in this business, for instance. The same opportunities are open to all. Yes, "It's the set of the sails and not the gales" that determine the way we go.

## WHAT TREASURE ARE YOU STORING?

Would you like to fill your mind with treasures from the storehouse of books? There are many ways of doing so, but one of the best methods is to "read with a purpose".

A series of courses known as "Reading With a Purpose" has been prepared for those people who are out of school and who wish to add to their fund of general knowledge. Prominent educators of our times have written the brief outlines for each subject, recommending a list of books to read on the subject.

For example, William Lyon Phelps, professor of English Literature at Yale, has compiled the course on the *Twentieth Century American Novel*. William Lyon Phelps always writes in a style that is as interesting as fiction. Any one who wishes to be really well informed about the best novels of the day, any one who wants to feel that he is being educated while he is being entertained, will do well to take up Professor Phelps' course as offered in this one little booklet in the "Reading With A Purpose Series".

First there is a brief and very readable introduction to the American novel. This serves as a background

for the nine novels which Professor Phelps now recommends, because they are well written and because they are typical of American life. And here they are:

*The Age of Innocence*, by Edith Wharton, "because of its extraordinary beauty and precision of style".

*The Little French Girl*, by Anne Douglas Sedgwick, "because it is a thoroughly interesting story with an acute analysis of English and French national temperament."

*Her Son's Wife*, by Dorothy Canfield, "because it is an original and powerful work and an exciting narrative."

*The Professor's House*, by Willa Cather, "because it is a faithful character picture of every-day life."

The other novels recommended by Professor Phelps are *Miss Lulu Bett*, by Zane Gale; *So Big*, by Edna Ferber; *The Plutocrat*; by Booth Tarkington; *Babbitt*, by Sinclair Lewis; *The Three Black Pennys*, by Joseph Hergesheimer.

This Course Will Remain in Our Library Until March. See The Librarian Now About Following This Course.

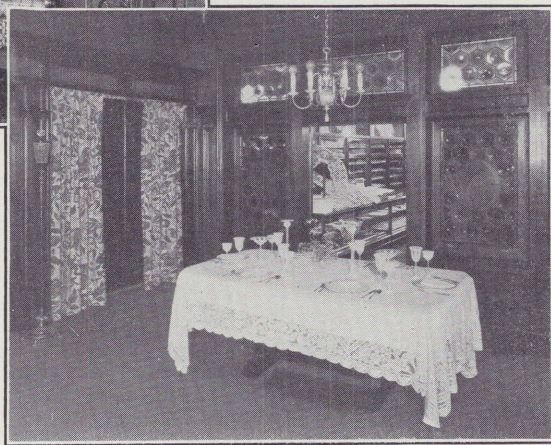


## THE LINEN ROOM



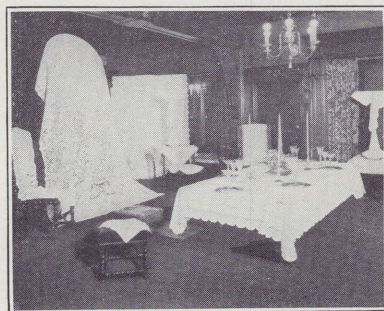
*The handsome fireplace and mantel contribute to the dignity of the room.*

Unique among all stores of this country, is our beautiful Linen Room at the rear of the Linen Department on the sixth floor. It is unique, not alone because of its beauty, but because the handsome walnut panels and carved mantel and the bottle-end windows were originally in one of Pittsburgh's finest private homes. When the opportunity came to acquire them, Kaufmann's saw at once what an asset they would be to our store, as a setting for the finest table linens which Mr. McKenzie, our linen buyer, brings to us from the linen markets of the world. There is an atmosphere of elegance and dignity in this room that never fails to impress people. This is not "stage setting". It is genuine; it is exactly as it was in a stately home. No wonder, then, the fine filet cloths from Italy, the Madeiras and rich Buranos seem to "belong" when they are displayed in this room!



*The bottle-end windows are rarely beautiful examples of this type.*

Here one may always find a formal table correctly set, displaying the last word in approved table linens with their accompanying china, glass and silver service. Many fellow workers visit the linen room just to see the newest things for the table. Many others have taken pride in showing the room to customers and visitors, for it is well worth visiting. All the rich walnut panels in the room conceal closets, where the finer linen stocks are kept. This is a unique combination of beauty and utility in store equipment. Linens have been cherished at all times. We read of "costly linens" in ancient times. It seems innate in women to like fine linens and to want to collect them. And Kaufmann's stocks of fine linens are worthy of the beautiful room provided for them.



*Above—the display in the Linen Room during the January Sale.*



## ENCOURAGING LETTERS

GLEN OSBORNE, SEWICKLEY, PA.  
January 5, 1928

KAUFMANN'S  
Pittsburgh, Pa.  
Gentlemen:

I want to extend my thanks and appreciation for the good service and the courtesy extended to me during the Christmas rush. I haven't one complaint to make, and I have heard from several friends that your store gave better service throughout the busy season than any other store they purchased from. By this service I mean the patience and polite manners of your employees—telephone operators as well as salespeople; and your truck deliveries were very prompt. The delivery man on truck 150 during December especially deserves praise.

I have been buying from your store for twelve years and I must say I never had any delivery man from your store or any other who showed more politeness than this man. At his own suggestion he carried two very large, heavy packages to the basement for me, so the children would not see them. I appreciated this very much, for at the "Santa Claus" time, it certainly helped a lot.

Again I thank you, and with best wishes for the coming year, I am,

Cordially yours,  
Mrs. W. S.

MR. JOSEPH M. MEYERS,  
Kaufmann's.  
DEAR MR. MEYERS:

The Transportation Committee of the Disaster Relief of the American Red Cross has requested me, as Secretary of the Retail Merchants' Association, to thank your institution in its name for the splendid assistance rendered by your delivery system in connection with the gas tank explosion on the North Side during November. It is stated to me by the Committee that this service was promptly and efficiently performed by your institution and, as a result thereof, the various methods of relief were effectively taken care of.

Yours very truly,  
W. M. JACOBY,  
Secretary.

ANN ADAMS,  
Kaufmann's, Pittsburgh  
DEAR MISS ADAMS:

We certainly do appreciate the service you have given us. We live in a small town where roads are impossible at the present time to shop for Christmas, and you don't know what your service means to us. You have filled our mail orders promptly and satisfactorily. I spoke to my husband about buying the raincoat elsewhere, but he said write to Ann Adams about it as Kaufmann's certainly have them and Miss Adams certainly gave us service. Now I don't want you to think I am writing this for to flatter you, but you certainly have given us service and we want you to know it.

Respectfully  
MRS. H. B. STILLINGS,  
Smithfield, W. Va.

KAUFMANN'S,  
Fifth Avenue,  
Pittsburgh, Pa.  
GENTLEMEN:

Enclosed please find the address to which you are to send the Selsi French clock. I want to congratulate Kaufmann's on having a man like Mr. Trott who possesses such ability, knowledge of his stock and refined taste, that customers can leave the selection of their presents to his judgment. I wish to thank you for the four clocks which I have sent for wedding presents. They were greatly admired and were thought to be among the most exquisite presents the brides received.

Very truly yours,  
Mrs. E. G. M.

Donora, Pa. December 23, 1927  
KAUFMANN'S DEPARTMENT STORE  
Pittsburgh, Pa.  
GENTLEMEN:

Before the close of 1927, I wish to convey to you something that has been forcibly brought to my attention during the past year. I refer to the excellent delivery service that you are giving your Donora patrons.

My wife says that it is a much discussed topic at the various gatherings of the Donora women and that invariably it is the excellent delivery service of Kaufmann's that is getting them the business.

I feel that you should know how this is appreciated and that you will no doubt take just a little more pride in seeing that it is continued.

Extending the organization the season's greetings, I am,

Cordially yours,  
H. O. C.

## Ninth Floor News

The drapery department welcomes the return of Mr. Davis who has been on an extended tour of foreign countries searching for new things in the drapery line. During his absence, Mr. Cornell, his assistant, managed the department.

A little birdie tells us of some "certain party" in the draperies being "hitched up". But we dare not tell until this report is confirmed.

The Rug Section is welcome back. Welcome-and how!!!

Reports have it that Miss Hilda Callahan, formerly of the Curtains, who has been very ill of late is improving. We are glad to hear of this and a few very pleasant letters have been received by the department from her, expressing her gratitude for the past kindnesses.

Anybody straying through the Drapery Section will think that it is a new department. The trims have all been retouched and brand new curtains and draperies appear on them, giving the entire department a new atmosphere.

Someone has told the floor editor that the Rug Department gets little or no mention in The Stogram. If anyone in that department will assist the floor editor by turning in news, views et cetera, it will be greatly appreciated, and will help to give the Ninth Floor due space in the publication. Just turn the Notes over to the Service Desk and they will be taken care of for the current issues.



## Third Floor



Here is Mr. Edward Cook of the Wash Goods Department on the sixth floor, enjoying a hunting trip. According to reports the hunting was good and the trip a great success.

Keeping your mind on business is necessary at all times, and difficult at some times, though possible under the most trying circumstances. Some time ago when all the store lights went out, Mr. Meyer Cohen rushed over to the Boy Scouts Department, secured a big flashlight and used it effectively in closing a sale, which might otherwise have been lost. He also went over to the Boys' Hats and rendered first aid with his big flashlight, thereby serving several customers and also assisting a fellow worker to close a sale.

### Good Will Club

The staff of the Infants' Department organized some time ago into the Good Will Club. A five cent weekly tax makes up the fund which the club members use for such purposes as flowers for the sick, wedding gifts and other such occasions. The Good Will Club gave \$5.00 to the North Side Explosion victims. At Christmas time they contributed \$5.00 to the Press Fund for Crippled Children and \$10.00 for the "twenty neediest cases". Mr. Sauers is president and Miss Kahle is treasurer of the Good Will Club.

### Thirteenth Floor

On December 22nd the staff of the Tulip Room held a Christmas party, in honor of Mrs. Leopold who left January 7th for California. Mr. Kouras and Mr. Hagele made clever after-dinner speeches and presented Mrs. Leopold with a gift from her department. Mrs. Leopold, to the surprise and delight of all the guests, had a "grab bag" containing gifts for all. There was lots of fun as the gifts were brought to light. Every one is sorry to have Mrs. Leopold leave, but all wish her much happiness.

### New Year's Dinner

The Tulip Room was the scene of much good cheer on January 1st, when 1261 fellow workers were treated to a delicious turkey dinner.

## Another Year

Another year begins each day.

Another year in which we may  
Attain those things for which we pray.

Another year begins each day.

And learn to live a better way.

Another year at each day-break.

In which to give more than we take.

Another year in which to make,

Some sacrifice for friendship's sake.

Resolve therefore to-day you may,

No unkind thing, you'll do or say.

"Unto the least of these" that wait

The New Year, Nineteen twenty-eight.

BELLE H. RYND.....

### Main Floor Notes

We welcome Mr. Hare back to the first floor.

Our three big schools, Pitt, Duquesne and Tech, were represented in the Shirt Department during the Christmas season, and the college boys did a good job, too.

Harold Braverman made a quick get-away the Saturday before Christmas. Destination-Cleveland. Upon his return he reported that a good time was had by all.

Miss Kaufmann and Miss Schneir of the Toilet Goods Department are receiving congratulations these days.

Miss Sullivan's fellow workers and associates in the Toilet Goods Department extend to her their heartfelt sympathy upon her recent bereavement.

Bob Avondo, of the Drug stock room, is greatly missed. We all wish him a speedy recovery.

The Toilet Goods Department welcomes two new fellow workers—Miss Bradley and Miss Ray.

Miss L. Katz, of the Notions Department, was hostess at a charming party given at her home on December twenty-ninth, in honor of Miss Zelda Cohen, retiring buyer of the department. Christmas colors were used in the decorations and the happy Christmas spirit prevailed. A huge bunch of red roses was presented to Miss Cohen in appreciation of the kindly spirit which marked her as manager of the department.

Mary Smith of the Bakery Department received a cedar chest from her mother for Christmas, and we notice she is staying in evenings, to work on linens to help fill her chest. Who is he?

Mr. Stedding of the Hat Department is very proud of his six months old son! Who wouldn't be?

Miss Matilda Bron, Soda Fountain cashier, says she will be glad when her desk is moved back to its original place.

We all like the new bus boy, Henry Kulus.

Peggy Zabarsky, has made some new resolutions, but she wont tell us what they are. C'mon Peggy tell us, wont you?

### Thank You

Ann Adams and her entire force wish to take this means of expressing their appreciation of the splendid cooperation given them during the Holiday Season. With the unusual amount of work which had to be done, it would have been impossible to go through the month of December if we had not had every assistance from the buyers and their assistants, the floormen, sales force, delivery department, service desks, cashier wrappers, the mailing department, and telephone operators. Their courtesy and kindness under all circumstances will long be remembered.



# BASKET BALL NEWS



Front Row—Joe Simon, guard; Al Gums, forward; John Serbin, captain and guard; Thomas Foley, center; Frank Packard, guard.

Back Row—Fred Weinold, assistant manager; William Americus, forward; Cy Sussman, forward; Morris Smoll, center; Jerome Seiga, guard; Frank Rubinstein, guard; Lefty Levinson, coach.

On Thursday evening, January 5, the clever Kaufmann basketball team succeeded in defeating the highly touted basketekers of the P. & L. E. by the decisive score of 34-24. The game was fast and rough at times until the "ref" took the upper hand and chased Rubenstein and W. J. Williams, who tried to "pull a Demsey-Tunney" late in the second quarter. Simon replaced "Rubey" and played a great game at guard which had much to do with the low scores for the railroaders, whose "dead-shot" basket hangers could do nothing when our guards were in on every play. "Johnny" Serbin and Packard were the outstanding stars for the Kaufmannites. The former's smart dribbling and passing made way for several pointers from the field, while the latter was the 'leading scorer with a total of 12 points to his credit. On several occasions the "K.O.'s" caught their opponents asleep and tossed some 'most nasty' passes full length of the floor that resulted in adding a few scores. Kubler also played a nice game as did Small and Americus. The general good play of the entire team, coupled with the individuality as exhibited by each player, was responsible for the victory. H. Williams and McDermott of the P. & L. E. aggregation were the main cogs in their team play, but they didn't get-away with much in this game.

The Box Score is as follows:

| KAUFMANN'S |   | P. & L. E.     |
|------------|---|----------------|
| Serbin     | F | W. J. Williams |
| Kubler     | F | H. Williams    |
| Small      | C | McDermott      |
| Ruben'n    | G | Black          |
| Packard    | G | Ryani          |

Score by

| Periods    | 1 | 2  | 3  | 4—T  |
|------------|---|----|----|------|
| Kaufmann's | 9 | 8  | 10 | 7—34 |
| P. & L. E. | 4 | 13 | 1  | 6—24 |

Field Goals, Kaufmann's—Packard 5; Small 1; Simon 2; Serbin 3; Kubler 1.

P. & L. E.—W. J. Williams 1; Schuckman 1; H. Williams 4; McDermott 1; Black 1; Ryani 1.

Foul Goals, Kaufmann's—Ten out of Thirteen.

P. & L. E.—Six out of Fifteen.

Sub. Kaufmann's—Americus for Kubler; Simon for Rubenstein; Kubler for Serbin.

P. & L. E.—Schuckman for W. J. Williams.

Referee—Griffiths.

## BASKET BALL

Teams Standing January 5th Inclusive

|                | Won | Lost | Pct.  |
|----------------|-----|------|-------|
| Dravo Const.   | 4   | 0    | .1000 |
| Duquesne Light | 3   | 1    | .750  |
| Reliance Life  | 3   | 1    | .750  |
| Kaufmann's     | 2   | 2    | .500  |
| P. & L. E.     | 2   | 2    | .500  |
| Carnegie Steel | 1   | 3    | .250  |
| Horne's        | 1   | 3    | .250  |
| Liberty Baking | 0   | 4    | .000  |



# FORBES STREET SERVICE STATION NOTES



## *The Professor*

Few of us appreciate the company we keep. For instance, how many fellow workers know that our blacksmith, Mr. Tierhoff, was once a "professor" at the University of Pittsburgh? His skill as a horseshoer automatically drafted him into his country's service during the World War. Yes, Mr. Chris Tierhoff has started many a good man on his successful way. We offer herewith an old fashioned picture of "The Professor", taken in 1882, when he was nineteen years old. He tells us that was his first American suit of clothes!

Mr. Alex Conway was the lucky winner of a \$25 prize in the Press insurance essay contest. Congratulations.

Mike Meiss, formerly assistant blacksmith and general all-around mechanic, was transferred to the Shipping Department during the holiday rush. You can't hold a good man down—Mike covered himself with glory in the new position, knowing every street, junction, alley and byway in Pittsburgh and vicinity!

We have heard about the new sport of balloon jumping enjoyed abroad. A harness is fitted over the shoulders, to which is attached a rubber balloon, inflated to carry a few ounces less than the flier's weight. Jumping along, like a frog, one occasionally get a short flight. One never gets higher than a tree top, and by grasping the tree or some handy object, one makes an easy descent.

## *New Year's Resolutions*

Hadley—Resolved that I will cut down my liability by substituting a canary for a bull pup.

Tierhoff—Resolved that in the interest of economy I will sell or give away my large car and buy a Baby Lincoln.

Demark—Resolved that I will have my alarm clock completely overhauled.

Meiss—Resolved not to get married till the times get better.

Custer—Resolved that with the aid of such passengers as I can secure, I will try to run this old Peerless another year.

Serafini—Resolved to take out additional insurance.

Leatherman—Resolved that I will either keep gas in my car or sell it, as it is past the age when it will function on its reputation alone.

Cole—Resolved to keep Cole's Puddle free from sharks of all kinds.

Leece—Resolved to specialize in the future on cucumbers instead of tomatoes.

Lowry Jr.—Resolved that I will continue to enjoy wieners fried, split or roasted in spite of McIntyre's razzing.

Maxwell—Resolved that the passing of the Ford makes it necessary for me to take up another vocation. Possibly painting.

Artsberger—Resolved to improve my spare time taking a course of lessons on the saxophone from our old pal Andy Lenox.

Lenox—Resolved to improve my financial standing by giving Artsberger saxophone lessons.

## *Downstairs Store*

The Foreign Department is sorry to lose Miss Mary Belo, who had been in that department for four years, and Miss DuCor. Best wishes for success and happiness go with them in their new work.

Miss Irene Sarvas is welcomed to the Foreign Department.

The engagement of Miss Mary Orrell, of the Millinery Department, has been announced.

A delightful swimming party was attended by Mr. Jacobson, Mr. Small, Miss Levine, Miss Smith, Miss Hauser and Miss Wisse, all of the Shoe Department. They reported that the water was nice and warm—just like Bear Run!

## *Seventh Floor*

The Co-Workers of the House Furnishings extend their best wishes to Mr. Flynn, Mr. Ertle, Mr. Hanna, Mr. Heidler and Mr. Johnston for a very Prosperous and Happy New Year. They wish to thank them for the many kind deeds said and done for them.

Miss Dorothy Channing, in charge of the Sundries, received a beautiful diamond engagement ring. Here's hoping we all get an invitation to the big wedding.

Miss Helen Seibert, our Bookkeeper, also received a diamond ring.

The Co-Workers of the House Furnishings welcome Mr. Jack Boak, who represents the Voss Wash Machine Co. We wish him the greatest success.

We also welcome Mrs. Berger back and wish her success.

The Co-Workers of the House Furnishings express their deepest sympathy to Mr. Bowan, of the Stove Department for the accident that happened to Mrs. Bowan. We all wish her a speedy recovery.

Mrs. Carson, in charge of the Wear Ever aluminum, wishes to express her thanks and appreciation to all her fellow workers for their kind remembrances and beautiful gifts. She also wishes to thank Miss Davis and Miss Stain for their cooperation in taking care of stock.

The Electrical Department had a wonderful Xmas display and a successful season. The workers of that department had a theatre party to celebrate.

LOST—A gold enamel bar pin. Will the finder please communicate with Mrs. Charles Stow, S. Contingent?

FOUND—Two class rings. They may be claimed at the Timekeeper's Office on the 10th floor.



## Business Builders

These days, the greatest competition is in service. Our business was built upon service. The highest ideals are cherished here. Only as each fellow worker represents Kaufmann's properly to the people who enter our store, can Kaufmann's continue to grow as its founders intended and its present owners wish. As our president often reminds us, we represent the firm. The store is judged by our attitude. When we serve our customers with intelligence and courtesy, they say "Kaufmann's is a splendid store. I like Kaufmann's." Every transaction is a challenge to do our best, to represent our store in the best possible way. People who keep this in mind are real business builders.

### A Good Sale

Mr. Fonner waited on a customer in the Downstairs Store who said she wanted to see men's shirts—size 18½. While Mr. Fonner was showing this merchandise, he figured out that this customer would in all probability be interested in men's sweaters. Anyway, he thought he'd take a chance and try to interest her. He found her a splendid value at \$8.50 and she bought it, and seemed thoroughly pleased with the purchase. Mr. Fonner then brought out a good value in men's underwear at \$3.95. His customer was delighted with the value and bought the underwear on Mr. Fonner's suggestion. There was the thought of service behind the salesman's suggestive selling here. It is this which will put over suggestive selling in the right way. In this retail business, salespeople who know their merchandise and study their customers and then sell with a real desire to be of service, are business builders in the true sense of the word.

### Spring Classes at Y. W. C. A.

The spring term of classes will open at Central Branch Y. W. C. A., 59 Chatham Street, the week of February 13. At this time all classes will be open for observation and all girls who care to visit are welcome.

The Y classes are especially advantageous for busy business girls. There are no credit requirements, and classes meet only once a week.

The Forum Suppers are held every Tuesday at six o'clock.

## A Glimpse Into The Dressmaking Studio

Tucked away behind the scenes on the sixth floor is one of the most interesting service features of the store. We term it a service department for the Dressmaking Studio does render a kind of service that women appreciate. Miss Katherine Nease, who is in charge of this studio, is a graduate of Margaret Morrison Carnegie Tech. There she studied color and line, the technique of sewing and costume design. Part of Miss Nease's training was to study types and to design costumes adapted to them. Miss Nease declares that with the almost unlimited selection of fabrics in our fabric sections and with the many dress patterns offered in our pattern departments on the sixth floor, any woman can come to the Dressmaking Studio and, with her help, make a costume that is smart and correct for her type—a dress that expresses the wearer's personality.

Six lessons constitute a "course" in the Dressmaking Studio. Each lesson means an hour and a half of Miss Nease's time. The course costs five dollars. Many women do all their sewing in the Studio. Some come to learn the A B C's of sewing; more, however, come to have Miss Nease do the cutting and fitting for them. It is a decided help to the woman who would like to do her own sewing to have some one of Miss Nease's ability take the responsibility of cutting and fitting for them.

Many business women come to the Dressmaking Studio during their lunch hours and, under Miss Nease's supervision, make their dresses. It is not only a great economy, but it is a great source of satisfaction to create one's own costumes. One has the opportunity to choose material of the exact color and texture desired, and then to make a dress that has individuality. We welcome Miss Nease to our store family, and she, in turn, will welcome any fellow worker who may wish to visit her in the Dressmaking Studio to learn more about the helpful service which the Studio offers.

### Free Legal Advice

Mr. Amdur, attorney-at-law, is at the service of Kaufmann fellow workers who may wish legal advice. You will find him in the conference room of Mr. O. M. Kaufmann's office every Wednesday and Saturday from 9 to 10 a. m.

## SPORTING NEWS CONTINUED FROM PAGE 14

### Kaufmann's Individual Scoring

(Including January 5.)

|                |    |          |   |
|----------------|----|----------|---|
| Rubenstein     | 36 | Susman   | 5 |
| Packard        | 24 | Americus | 5 |
| Serbin (Capt.) | 23 | Segal    | 3 |
| Small          | 20 | Foley    | 3 |
| Kubler         | 8  | Gums     | 2 |
| Simon          | 6  | Sloan    | 2 |

### NEXT FIVE GAMES AT S. S. MARKET HOUSE

|             |                |
|-------------|----------------|
| January 26  | Liberty Baking |
| January 31  | Duquesne Light |
| February 7  | Carnegie Steel |
| February 16 | Reliance Life  |
| February 23 | P. & L. E.     |

### Bowling News

Owing to the very irregular schedule of the Store Bowling League, our "Strikes and Spares" will be suspended with for this issue. However, in the February number of "The Storagram" we will try to make up for this month's deficit.

An "all-star" team chosen from the Store League desires to book a series of games with teams from the N.S.S.S. or Forbes Service Station. For information or bookings get in touch with A. Roth in the barber shop.

The latest standing of the teams up to and including December 19th, is as follows:

|                     | Won | Lost | Pct. |
|---------------------|-----|------|------|
| Clarkson's Mark-Ups | 23  | 10   | .697 |
| Goldstein's Ivories | 21  | 12   | .636 |
| Wolf's Cubs         | 21  | 12   | .636 |
| Oliver's Hounds     | 15  | 18   | .454 |
| Edgar's Colts       | 13  | 10   | .394 |
| Paley's Pills       | 7   | 26   | .212 |



